



BIG GAME

BETTING PRIMER



BRING IT HOME

STRATEGIES TO BET THE BIG GAME

THIS FREE GUIDE INCLUDES

- TOP TIPS AND EXPERT INSIGHT
- KEY BETTING TRENDS
- SUPER BOWL HISTORICAL ANALYSIS
- ESSENTIAL PROP BETTING STRATEGIES



Hello, friends.

Whether you're an old friend or a new friend, a longtime subscriber or somebody checking out our work for the first time, we're happy you came to take a look at our 2024 Big Game Betting Primer.

This is an extra special Super Bowl for us because it is right here in our backyard at Allegiant Stadium and we are extremely excited to bring you the best betting coverage in the business in advance of the matchup between the Kansas City Chiefs and San Francisco 49ers.

This is the first of two special Super Bowl previews that we will produce over the next few weeks. Here's what you will find in this one:

- Super Bowl LVIII Game Preview from Zachary Cohen
- Super Bowl Prop Betting Strategies from Adam Burke
- The history of Super Bowl results and betting trends from Steve Makinen
- The most likely Super Bowl props to cash based on recent history from Matt Devine

Our premium Big Game Betting Guide will be published on Feb. 6 with best bets from VSiN hosts, writers and guests as well as a Super Bowl simulation to help find value in the prop markets. This guide will only be available to VSiN Pro subscribers. Go to [VSiN.com/pro](https://www.vsin.com/pro) to see all the benefits of becoming a paid subscriber along with our pricing plans that start at \$9.99.

If you don't know about VSiN, we are The Sports Betting Network, available 24/7 on [VSiN.com](https://www.vsin.com) as well as video and audio platforms. You can listen to us for free on the iHeartRadio App or watch on YouTube TV as part of the Sports Plus package or go to our VSiN Live YouTube page and subscribe to watch for \$3.99/month.

We broadcast from our studios in downtown Las Vegas — at the Circa Resort & Casino and at The D Casino and Hotel — but next week we will be doing live shows from the Super Bowl media center to take advantage of all the special guests in town.

We will have a special lineup on Super Bowl Sunday, which showcases the talent and expertise we have here at VSiN (ET).

8-10 a.m.: The Sweat with Emerson Lotzia and Julian Edlow from Boston and Steve Buchanan and Josh Appelbaum from Las Vegas.

10-noon: The Lombardi Line with Michael Lombardi and Stormy Buonantony

Noon-1: Countdown to Kickoff with Brent Musburger

1-4 p.m.: Follow The Money with Mitch Moss and Pauly Howard

4-7 p.m.: A Numbers Game with Gill Alexander

After the game, join Matt Brown and Mike Somich on The Huddle to recap all the betting action.

I hope you enjoy our Super Bowl coverage and remember to visit [VSiN.com](https://www.vsin.com) early and often to get the latest betting news and advice from our experts leading up to the Big Game.

Adam Burke
Managing Editor, [VSiN.com](https://www.vsin.com)
a.burke@draftkings.com
[@SkatingTripods](https://twitter.com/SkatingTripods) on X



SUPER BOWL LVIII PREVIEW BY ZACH COHEN

SUNDAY, FEBRUARY 11, 2024 • 6:30 P.M. EST

TV: CBS, NICKELODEON • STREAM: CBS BROADCAST ON PARAMOUNT+



SAN FRANCISCO
49ERS

VS



KANSAS CITY
CHIEFS

In a rematch of Super Bowl LIV, the Kansas City Chiefs and San Francisco 49ers will clash in Super Bowl LVIII on Sunday, February 11. Naturally, this massive showdown will take place at Allegiant Stadium in Las Vegas, Nevada. It's a fitting location for the most heavily bet game of the year. When these teams met in the Big Game in 2019, the Chiefs won 31-20 as 1.5-point favorites. That game also happened to go Under the total of 53. This year, it's the 49ers that are favored to win their first Super Bowl championship since 1994. But that means very little when the opposing team has Patrick Mahomes.

The Chiefs have been underdogs in each of the last two games, and these were the first true road playoff games of Mahomes' career. But Kansas City was able to find ways to win both. First, Mahomes threw for 215 yards with two touchdowns and no picks in a win over the Buffalo Bills. Then, Mahomes threw for 241 yards with a touchdown and no interceptions against the Baltimore Ravens, who had the best Defensive DVOA in football during the regular season. Kansas City's defense, which was seventh in the league in Defensive DVOA this year, has also come up big in key moments. That unit was spectacular against Baltimore, giving up only 10 points and forcing three turnovers.

At this point, it's getting hard to expect anything other than Chiefs wins when the lights are brightest. Even in a match-up that is quite favorable for the 49ers on paper, it's just hard to suggest betting against Kansas City. Sure, San Francisco is first in the league in Offensive DVOA this year, but Steve Spagnuolo has his defense clicking right now. If the Chiefs are vulnerable anywhere, it's against the run. They weren't a good rushing defense during the regular season. But that meant very little against the Ravens, as they only gave up 81 rushing yards in a very difficult road environment. And Kansas City's fifth-ranked passing defense really made life difficult on Lamar Jackson.

The 49ers do have an insane amount of talent on the offensive side of the ball, with Christian McCaffrey, Deebo Samuel, Bradon Aiyuk and George Kittle giving Brock Purdy all the options he can possibly ask for. But the Chiefs have proven they can slow down some elite offenses already, and Purdy has had his struggles in this postseason. That makes it pretty easy to envision a scenario in which he doesn't make all the required throws here. Kansas City just needs to avoid giving up chunk yardage to McCaffrey on the ground, as that would make life a lot easier on Purdy.

The reality with a game like this is that it should be one that comes down to the fourth quarter. And while this might sound extremely square, you'd rather have Mahomes over Purdy in that scenario any day of the week. On top of that, Mahomes is 10-1-1 against the spread when playing as an underdog in his career. He is also looking to win his third Super Bowl, while Purdy is playing in his first. There's a big edge in experience for Kansas City in this game, and that should matter here — especially with all of the distractions that come with this game being played in Vegas.

As for the total, it'd be somewhat surprising if this turned into a high-scoring affair — even with all the offensive talent on the field. After Kansas City's 17-10 win over Baltimore in the AFC Championship Game, the Under has now hit in five of the last six Chiefs games. They're doing an excellent job of dictating the way their games are played, and that should be the case against the 49ers.

These teams might have combined for 51 points in the Big Game a few years ago, but Tyreek Hill is no longer with Kansas City. Without that electric over-the-top threat, the Chiefs have become more of a ball-control team.

San Francisco might have gotten involved in a shootout with Detroit, but the team should also be alright with a slower game. The 49ers are likely going to view the running game as a potential avenue to victory here, and that would lend itself nicely to the Under.

SUPER BOWL BETTING HISTORY

SB# (Date)	FL	FT	NFC TEAM	Score	AFC Team	Score	SU	ATS	Total
1 (1/15/67)	GB -14		Green Bay	35	Kansas City	10	Green Bay	Green Bay	N/A
2 (1/14/68)	GB -13.5	43	Green Bay	33	Oakland	14	Green Bay	Green Bay	Over
3 (1/12/69)	BAL -18	40	Baltimore	7	NY Jets	16	NY Jets	NY Jets	Under
4 (1/11/70)	MIN -12	39	Minnesota	7	Kansas City	23	Kansas City	Kansas City	Under
5 (1/17/71)	DAL -2.5	36	Dallas	13	Baltimore	16	Baltimore	Baltimore	Under
6 (1/16/72)	DAL -6	34	Dallas	24	Miami	3	Dallas	Dallas	Under
7 (1/14/73)	WAS -1.5	33	Washington	7	Miami	14	Miami	Miami	Under
8 (1/13/74)	MIA -6.5	33	Minnesota	7	Miami	24	Miami	Miami	Under
9 (1/12/75)	PIT -3	33	Minnesota	6	Pittsburgh	16	Pittsburgh	Pittsburgh	Under
10 (1/18/76)	PITT -6.5	36	Dallas	17	Pittsburgh	21	Pittsburgh	Dallas	Over
11 (1/9/77)	OAK -4.5	38	Minnesota	14	Oakland	32	Oakland	Oakland	Over
12 (1/15/78)	DAL -6	39	Dallas	27	Denver	10	Dallas	Dallas	Under
13 (1/21/79)	PITT -4	37	Dallas	31	Pittsburgh	35	Pittsburgh	TIE	Over
14 (1/20/80)	PITT -10.5	36	LA Rams	19	Pittsburgh	31	Pittsburgh	Pittsburgh	Over
15 (1/25/81)	PHI -3	37.5	Philadelphia	10	Oakland	27	Oakland	Oakland	Under
16 (1/24/82)	PK EM'	48	San Francisco	26	Cincinnati	21	San Francisco	San Francisco	Under
17 (1/30/83)	MIA -3	36.5	Washington	27	Miami	17	Washington	Washington	Over
18 (1/22/84)	WAS -3	48	Washington	9	LA Raiders	38	LA Raiders	LA Raiders	Under
19 (1/20/85)	SF -3	53	San Francisco	38	Miami	16	San Francisco	San Francisco	Over
20 (1/26/86)	CHI -10	37	Chicago	46	New England	10	Chicago	Chicago	Over
21 (1/25/87)	NYG -9.5	40.5	NY Giants	39	Denver	20	NY Giants	NY Giants	Over
22 (1/31/88)	DEN -3.5	47	Washington	42	Denver	10	Washington	Washington	Over
23 (1/22/89)	SF -7	47.5	San Francisco	20	Cincinnati	16	San Francisco	Cincinnati	Under
24 (1/28/90)	SF -12.5	47	San Francisco	55	Denver	10	San Francisco	San Francisco	Over
25 (1/27/91)	BUF -7	39	NY Giants	20	Buffalo	19	NY Giants	NY Giants	TIE
26 (1/26/92)	WAS -7	49	Washington	37	Buffalo	24	Washington	Washington	Over
27 (1/31/93)	DAL -6	45	Dallas	52	Buffalo	17	Dallas	Dallas	Over
28 (1/30/94)	DAL -10.5	50.5	Dallas	30	Buffalo	13	Dallas	Dallas	Under
29 (1/29/95)	SF -18	54	San Francisco	49	San Diego	26	San Francisco	San Francisco	Over

SUPER BOWL BETTING HISTORY

SB# (Date)	FL	FT	NFC TEAM	Score	AFC Team	Score	SU	ATS	Total
30 (1/28/96)	DAL -13.5	52	Dallas	27	Pittsburgh	17	Dallas	Pittsburgh	Under
31 (1/26/97)	GB -14	49	Green Bay	35	New England	21	Green Bay	TIE	Over
32 (1/25/98)	GB -11.5	49	Green Bay	24	Denver	31	Denver	Denver	Over
33 (1/31/99)	DEN -7.5	51.5	Atlanta	19	Denver	34	Denver	Denver	Over
34 (1/30/00)	STL -7	48	St Louis	23	Tennessee	16	St Louis	TIE	Under
35 (1/28/01)	BAL -3	32.5	NY Giants	7	Baltimore	34	Baltimore	Baltimore	Over
36 (2/3/02)	STL -14	52.5	St Louis	17	New England	20	New England	New England	Under
37 (1/26/03)	OAK -3.5	44	Tampa Bay	48	Oakland	21	Tampa Bay	Tampa Bay	Over
38 (2/1/04)	NE -7	38	Carolina	29	New England	32	New England	Carolina	Over
39 (2/6/05)	NE -7	47	Philadelphia	21	New England	24	New England	Philadelphia	Under
40 (2/5/06)	PIT -4	46.5	Seattle	10	Pittsburgh	21	Pittsburgh	Pittsburgh	Under
41 (2/4/07)	IND -6.5	47	Chicago	17	Indianapolis	29	Indianapolis	Indianapolis	Under
42 (2/3/08)	NE -12.5	54	NY Giants	17	New England	14	NY Giants	NY Giants	Under
43 (2/1/09)	PIT -6.5	46.5	Arizona	23	Pittsburgh	27	Pittsburgh	Arizona	Over
44 (2/7/10)	IND -4.5	56.5	New Orleans	31	Indianapolis	17	New Orleans	New Orleans	Under
45 (2/6/11)	GB -3	44.5	Green Bay	31	Pittsburgh	25	Green Bay	Green Bay	Over
46 (2/5/12)	NE -3	53	NY Giants	21	New England	17	NY Giants	NY Giants	Under
47 (2/3/13)	SF -4.5	47.5	San Francisco	31	Baltimore	34	Baltimore	Baltimore	Over
48 (2/2/14)	DEN -2	47	Seattle	43	Denver	8	Seattle	Seattle	Over
49 (2/1/15)	SEA -1	47	Seattle	24	New England	28	New England	New England	Over
50 (2/7/16)	CAR -4.5	43.5	Carolina	10	Denver	24	Denver	Denver	Under
51 (2/5/17)	NE -3	57	Atlanta	28	New England	34	New England	New England	Over
52 (2/4/18)	NE -4.5	49	Philadelphia	41	New England	33	Philadelphia	Philadelphia	Over
53 (2/3/19)	NE -2	55.5	LA Rams	3	New England	13	New England	New England	Under
54 (2/4/20)	KC -1	53	San Francisco	20	Kansas City	31	Kansas City	Kansas City	Under
55 (2/7/21)	KC -3	55.5	Tampa Bay	31	Kansas City	9	Tampa Bay	Tampa Bay	Under
56 (2/13/22)	LAR -4.5	48.5	LA Rams	23	Cincinnati	20	LA Rams	Cincinnati	Under
57 (2/12/23)	PHI -2.5	51.5	Philadelphia	35	Kansas City	38	Kansas City	Kansas City	Over
58 (2/11/24)	SF -1	47.5	Kansas City		San Francisco				

SUPER PROP STRATEGIES FOR SUPER SUNDAY

By Adam Burke

The Super Bowl is the single biggest betting event of the year, so it makes sense that the Big Game gets the largest collection of betting options. In the legalized sports betting environment that began in 2018 when PASPA was revealed, prop betting is far more prevalent than it ever was previously. Now, plenty of player props, game props, and team props are available on every run-of-the-mill game and aren't just reserved for the Super Bowl.

However, there are more props on this game than a traditional game and information overload becomes a real thing between the number of wagering options and all the talk on the Super Bowl in the two weeks leading up to kickoff.

Bettors of all skill levels and bankroll sizes will be investing more than usual in the prop markets. In order to give yourself the best chance at coming out ahead, here are four Super Bowl Prop Betting Strategies to think about:

SHOP AROUND FOR THE BEST PRICE

I simply cannot stress this one enough. Each sportsbook has its own needs and its own clientele, so there will be lines and odds differences across the board. You want to get the best odds and the best line that you can find and that means shopping around.

The example I always like to give is that you like a certain brand of jeans. They are \$34.99 at one place, \$29.99 at another place, and \$39.99 at another. Where are you most likely to buy them? The place with the best price, right?



Sure, sometimes convenience comes into play and if you are already shopping at the place where they are \$34.99, you'll just shrug off the five-dollar difference. With sports betting, however, the ease and convenience of apps, and also the promotions and bonuses for new depositors at Super Bowl time, why not just take the extra few minutes and sign up with a new sportsbook if it has the best line on a prop bet you like?

Nearly all of the most common sportsbooks allow you to see their lines in the app or on the website before you ever sign up and deposit. Obvious differences like Over 84.5 Rushing Yards vs. Over 81.5 Rushing Yards are one thing, and you will find those. These are pretty easy and pretty self-explanatory. Why bet Over 84.5 Rushing Yards when you can bet Over 81.5 Rushing Yards?

But, it is also important to understand the price difference in the vig. At -110, your break-even percentage is 52.38%, so you need to hit that percentage in order to break even on your wagers given the "Bet \$11 to win \$10" vig. If you bump that to -115, your break-even percentage increases to 53.49% given the "Bet \$11.50 to win \$10" vig. The difference in just five cents of vig requires you to win an extra bet out of every 100 just to break even.

At -120, your break-even percentage becomes 54.55%. At -125, it becomes 55.56% and so on.

That doesn't sound like a lot, but over the long-term picture regarding your bankroll as a sports bettor, it will add up. Shopping around for the best lines AND the best odds is critical in all settings, but the Super Bowl is a prime example of the reasons why.

SGP  SF 49ers at  KC Chiefs

SUN 11TH FEB 5:30PM

Both Teams to Complete Their 1st Pass Attempt

Yes -150

No +115

AVOID OVEREXPOSURE / THINK ABOUT "GAME STATE"

I like to group these two concepts together because they go hand-in-hand. You might have really strong opinions about the side that you like in Super Bowl LVIII. You've bet the spread. You've bet the moneyline. You've bet the Over QB Passing Yards and Passing Touchdowns. You've bet the Over WR1 Passing Yards and Passing Touchdowns.

But, what if you're wrong? What if your handicap on the game falls flat? What if the QB gets hurt in the first quarter? That would be a prime example of overexposure. You are tying yourself to one outcome in that game and you can have a really, really bad evening if that outcome doesn't come to fruition. Remember Super Bowl LIII between the Patriots and Rams? That game had a total of 55.5 and ended 13-3. It can happen.

Too many bettors make the mistake of getting tunnel vision and load up on player props for the side that they like. Instead, think about the "Game State". If you are right and the team that you like plays really well and wins comfortably, they may not be throwing the football in the second half. That wide receiver may just be out there running cardio or blocking for the run game. We've certainly seen the team with the lead get very conservative in the second half of the most important game of the season.

So, I'd encourage you to think about what the Game State might be. If it does end up being a blowout and you are right, then the other team will spend the second half throwing the football. Maybe you'd want to bet their QB Over Passing Yards or their WR1 Over on Receptions. Similarly, your team may be running the football, which would bring the RB1 Over on Rush Attempts into the mix.

That's not to say that you don't want some potential correlation in your props and game expectations. If you are really convinced it will be either a high-scoring or a low-scoring game, your prop portfolio may want to reflect that. You just don't want a large percentage of your bankroll tied to one particular outcome.

The beauty of a large prop catalog is to be able to diversify your wagers, giving you the chance to win as many as possible based on the Game State that you expect to see.

MINUSES (-) OVER PLUSES (+)

In the era of Same-Game Parlays (SGP) and sports betting lottery tickets, bettors are all looking for the easiest way to bet a little to win a lot. Plus-money prop bets can look very enticing, but you have to think about the probability and the possibility that those things occur.

Overtime is the biggest one. Most Super Bowls end in one-score games. Some of them don't, but the thought certainly has to cross your mind that the Super Bowl, with allegedly the two best teams, could go to overtime. It has happened once in 57 previous Super Bowls. Something

MOST RECEIVING YARDS		RACE TO X REC YARDS	
SGP SF 49ers at KC Chiefs			
SUN 11TH FEB 5:30PM			
Most Receiving Yards			
Brandon Aiyuk	+170	Travis Kelce	+370
Rashee Rice	+380	George Kittle	+400
Deebo Samuel	+550	Christian McCaffrey	+1800
Jauan Jennings	+3500	Charlie Woerner	+4000
Brayden Willis	+4000	Jordan Mason	+4000



MOST RECEIVING + RUSHING YARDS			
SGP SF 49ers at KC Chiefs			
SUN 11TH FEB 5:30PM			
Most Receiving + Rushing Yards			
Christian McCaffrey	-145	Isiah Pacheco	+400
Brandon Aiyuk	+500	Travis Kelce	+1000
Deebo Samuel	+1000	George Kittle	+1100
Rashee Rice	+1200	Patrick Mahomes	+3500
Kyle Juszczyk	+4000	Elijah Mitchell	+4000

like +800 on a game to go to overtime is not nearly accurate relative to history and the true odds.

There are 272 regular season NFL games. A total of 13 went to overtime. That is 4.8% of the games. A line of +800 on 'Yes' for Overtime carries an implied probability of 11.11%, which is not nearly accurate with the rate of overtime games and the 1/57 we've had in Super Bowls. There is a reason why the 'No' is priced much higher than that.

Think about a safety. It has happened in 6/57 Super Bowls, but it isn't priced like that. I'm not saying you have to lay heavy juice on the 'No'. I'm saying you shouldn't get blinded with the big, enticing line.

Generally speaking, it is better to have a "minus price" than a "plus price" in props. Only one guy can score the first touchdown. Only one guy can be the MVP, and it is rarely a non-quarterback. By the very nature of props, you are more likely to add to your bankroll betting more to win less (minus) than less to win more (plus).

The plus prices are less indicative of the true odds of an event happening, whereas the minus prices are usually a much better barometer. This is also true of parlaying a bunch of props. Don't take money out of your wallet by going 6-2 on props that would have netted a positive return as straight bets, but net absolutely nothing on a parlay.

And, yes, I'm fun at parties. Sort of. If you want to spray some fun-money bets, it's the Super Bowl. I get it. But, I do encourage you to look long and hard at your prop bets and consider these strategies and others you find helpful for the Big Game.

SUPER BOWL BETTING TRENDS AND SYSTEMS

By Steve Makinen

With this year's Super Bowl game being the 58th in the history of the National Football League, a sample size of 57 previous games can lead us to definitive trends and patterns that have formed. All of which can help us to project how the upcoming matchup might play out.

I recently read a quote on Google that said: "Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway". As the Director of Analytics at VSIN and an avid sports bettor, I feel the exact same way.

Here are a few notable Super Bowl trends and systems:

SUPER BOWL GAME STAT ANGLES

Rushing yards, passing yards per attempt, turnovers, and time of possession are four key statistical categories that I have found to have a great impact on who has won Super Bowl games. The following trends demonstrate the importance of these statistics.

- Teams that rush for more yards in the Super Bowl are 42-15 SU & 40-14-3 ATS (74.1%). The Chiefs outrushed the Eagles last February, 158-115.
- Teams that average more passing yards per attempt in the NFL title game are 44-13 SU & 37-17-3 ATS (68.5%). This one actually lost last year as the Eagles and QB Jalen Hurts outgained Mahomes and the Chiefs in this category, 8.0-6.7.
- In the 45 previous Super Bowls in which there was a turnover advantage for either team, the team that had fewer turnovers has lost just eight times, going 35-9-1 ATS (79.5%). Strangely, two of those outright losses came in the last two years, as the Chiefs wound up being on the favorable end of a 1-0 turnover decision.
- Teams that win the time of possession battle are 41-16 SU & 39-15-3 ATS (72.2%) in the history of the Super Bowl, but the Eagles were the latest to lose on that edge, holding the ball for about 11.5 minutes longer than Kansas City.
- Teams that hold an edge in at least three of these four key statistical categories are 40-6 SU & 36-9-1 ATS (80%). AMAZINGLY, four of those outright losses were in the last nine games, including last year.
- Teams that win all four categories are 26-0 SU & 24-1-1 ATS (96%). The only ATS loss occurred in Super Bowl XXXIX in Philadelphia's ATS win versus the Patriots.

The Buccaneers were the last team to sweep the four categories in SB55 and won handily. In last year's game, the Eagles actually claimed three of the four categories but lost, demonstrating how confounding the Chiefs win actually turned out to be.

IN-GAME SCORING TRENDS

- In terms of scoring, the average winning score is 30.1 PPG, with the average losing score being 16.4 PPG, an average winning margin of 13.7 PPG. However, interestingly, 18 of the last 20 games have been decided by 14 points or less, a continuing sign of a much more competitive era in the NFL. One of those two blowouts was of course in 2021. This year's game and its tight point spread again points to a competitive game.
- The Giants of 2008 were the first team in 33 years to win the Super

Bowl without hitting the 20-point mark. The Patriots did it again in 2019 with the lowest winning point total ever, 13 points.

- Since the epic 35-31 duel between Pittsburgh and Dallas in Super Bowl XIII in 1979, there have been 28 teams to hit the 30-point mark in this game, their record: 25-3 SU & 24-4 ATS. Of course, last year, Philadelphia put up 35 points, the most ever for a losing team.
- There have been 22 previous Super Bowl teams that have failed to reach the 14-point mark. Their record...1-21 SU & ATS (4.5%). This is another trend illustrating just how improbable the Patriots' 2019 win was.
- More on the recent competitiveness of the game: Of the only 18 games to be decided by less than a touchdown, half of them have been in the last 16 years.

ATS AND MONEY LINE TRENDS

- Favorites in the Super Bowl are 35-21 SU but own an ATS mark of 25-28-3 (47.2%), with the 1982 game having been a pick 'em point spread. However, over the past 22 years, underdogs own a 16-6 ATS (72.7%) edge, including 12-4 ATS in the L16. Kansas City pulled the outright upset last year as 1.5-point underdogs, 38-35.
- Favorites of a touchdown or more are 3-2 SU but 0-4-1 ATS (0%) since the millennium. Still, there hasn't been a favorite of that magnitude since the Patriots in 2008.
- The straight up winner is 47-7-3 ATS (87%) in the 57 previous Super Bowls. This is the highest mark of any playoff round. Interestingly, one of those ATS losses did occur in '22 as Cincinnati became the first underdog to cover a point spread without winning on a Super Bowl line of less than 6. The general thought is that champions typically leave little doubt in this game.
- The NFC owns a slight 29-28 outright lead, and maintains a 28-26-3 (51.9%) ATS edge all time. However, AFC teams are 7-3 ATS in L10.
- The team that is the better playoff seed is just 2-15-2 ATS (11.8%) in the last 26 Super Bowl games! Note, in 2011, 2014, 2015, 2016, 2018, 2019, 2022, & 2023, equal seeds matched up.
- The team with the better record going into the Super Bowl game is 30-19 SU all-time, but has lost 11 of the L13, and is on a 1-15 ATS skid since '04, including the Rams (12-5) ATS loss to the Bengals (10-7) in '22. New England's epic comeback against Atlanta in the 2017 game was the only ATS win. This trend was not in play last season, but will be here.

OVER/UNDER TRENDS

- Overall, in the 55 Super Bowl games that have had totals, the results are nearly split 28 Overs, 27 Unders, 1 push. Prior to the '23 Over, the most recent four had gone Under, the first time there was that much of an Under streak since the four straight in '05-'08. The 2023 game went Over by 21.5 points, the biggest margin on that wagering option since Philadelphia beat New England 41-33 in 2018 on a total of 49.
- There has been 46.5 PPG scored in the Super Bowl, on posted totals averaging 45.0. However, the early years' totals were often in the 30's, dragging that number down significantly. More recently, the last 19 years have seen an average posted total of 50, with 47.7 PPG scored. Eleven of the 19 games in that era went Under.
- The '23 Super Bowl was one of only 19 in history that saw both teams reach the 20-point mark. Fifteen of those were Overs.

A Colorful Prop-a-what?

By Matt Devine

As a graphic designer, I've created and seen some amazing publications over the last 20 years, including our annual VSIN guides. In my eyes, however, there is nothing more majestic than witnessing the minty green, licorice red and natural white lights strewn about a cavernous black odds board in a sportsbook. There are only a few other places in the world I'd rather be.

If you are still with me after that first paragraph, it means you were able to ignore the spine-tingling sensation that caused you to consider why you are reading a handicapping article from a graphic designer. Well, my friend, thanks for sticking around. I can assure you that while the next 10 minutes will not be the most exhilarating of your day, I do guarantee you'll pick up at least one nugget you never knew before. The first: by day, I am a designer, but by night, I morph into a stat nerd.

Anyhow, without further ado, welcome to Matty's 6th Annual Big Game Prop-a-Rating-Palooza! Yea, yea... I know I should stick to the design elements for VSIN, but the ever-changing and not-so-clever title will start to grow on you.

So, what is the Big Game Prop-a-Rating-Palooza? I'm glad you asked. Back in 2019, for Super Bowl LIII, I started a deep-dive into the historical outcome of props for all of the Big Games dating back to 2002. Beyond determining win-loss records for over 150 props at the time, I also came up with a value that I decided to call the 'exceptional rating'. Original, right? Remember, I'm a graphic designer, not a writer.

In short, the 'exceptional rating' is nothing more than a way to try and quantify the value of a prop's betting line, and as a result, the advantage a bettor might have in placing a bet on that prop. How do you calculate the 'exceptional rating'? I'll get to that in a minute.

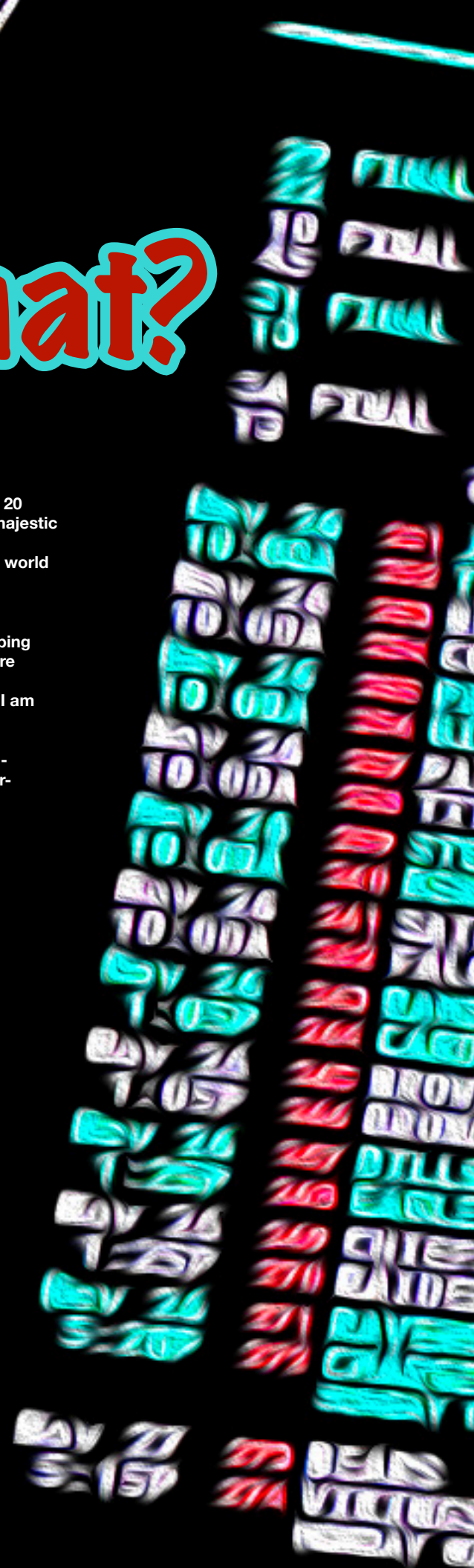
First, I should note that in the past, this article hasn't come out until the props have been released by sportsbooks, roughly a week after the AFC and NFC Championship games. This year, I thought I'd try something a bit different, which is to supply the records for over 200 historical Super Bowl props before they are released for this year's big game. The goal for releasing the data in advance is that I hope it will provide you with an early window to take advantage of the 'exceptional rating' some of the props will have before the market completely reshapes some of the lines.

After reviewing nearly 300 props for Super Bowl LVIII, in last season's article, which included 17 props with an 'exceptional rating', I finished with a 10-7 record, down just 0.55 units. Five seasons into this adventure, my record is 51-20 (71.8%, +21.15 units).

So, how do I calculate 'exceptional rating'? Let's have a look together:

Step 1: Using an odds converter, I determine the implied odds of a prop based on the percentage of time the outcome has been correct or incorrect.

Step 2: I then determine the difference in the odds listed for the prop in the sportsbook and the implied odds calculated in Step 1.



For example:

The team that has scored last has won the Super Bowl in 20 of the last 22 games, or 90.91% of the time. Using the odds converter, this translates to implied odds of -1000. This means I would expect to walk into a sportsbook and lay 10 units to win one unit that the team with the final score wins the Big Game. When I reach the sportsbook, I see that I actually need to lay only 2.3 units, or moneyline odds of -230, to win one unit, and I've saved 7.7 units from what I expected to have to wager. This allows me to determine my rating, by taking my -1000 implied odds and subtracting the sportsbook's moneyline odds of -230, giving me an exceptional rating of 770.

In addition to determining an exceptional rating for each prop, I also set a minimum exceptional rating (kind of like a baseline) for a prop to be considered for a wager. The last three years I've set that minimum at an exceptional rating of 500 (the prior two years the value was 400). Setting a minimum exceptional rating helps ensure that I am responsible with my selections by not betting every prop on the board.

As you review the props, keep a couple of things in mind:

- The vast majority of these props will be available at several books. Take your time and do some homework. Be sure to shop around and find the shop that has the best odds for the side of the prop you are looking to bet.
- Some books might write props a bit differently from what I've captured, but they are actually the same in the end. For example, one book might write: "What will be the first offensive play of the second half? Pass -110 or Run -110?" Another book might write: "Will the first play of the second half be a pass? Yes -110 or No -110?"
- Should you bet props that are calculated below the minimum exceptional rating of 500? That is entirely up to you. The exceptional rating you might apply to your props should just be one weapon in your arsenal against the books. Consider the tendencies of the teams playing throughout the season as well as advice from VSIN personalities, writers and guests when placing your bets. There will be plenty of great bets available that fall below my minimum exceptional value of 500.
- There will be some props with an exceptional value above 500 that will carry an extremely high line (ex: -1800). Consider wagering on these props as you are able while staying within your bankroll.

When it comes to making your bets, keep an open mind and let the numbers, data and research be your guide. Bottom line, enjoy the big game and good luck! And if you find yourself in a sportsbook, take a moment to enjoy the greens, reds and whites on the big, black board.

TOP TRENDS

Below is a list of the top props based on win/loss percentage over the last 22 Super Bowls. [Click here](#) for a full list of prop records and instructions for determining an 'exceptional rating' as props are released in the next few days. I've also broken down quarterly square results for the last 22 Big Games.

Prop	Yes	No	% Yes	% No
Any player 200+ receiving yards	0	22	0.00%	100.00%
Longest FG in game Over 54.5	0	22	0.00%	100.00%
Any player scores 8 points in single drive	0	22	0.00%	100.00%
Fumble opponent's end zone and touchback	0	22	0.00%	100.00%
1st play sack	0	22	0.00%	100.00%
1st play TD	0	22	0.00%	100.00%
Punt return for touchdown (does not include block return)	0	22	0.00%	100.00%
Each team to have a touchdown and field goal in each half	0	22	0.00%	100.00%
Will there be overtime	1	21	4.55%	95.45%
Teams combine for more than 900 total yards	1	21	4.55%	95.45%
Any player 150+ receiving yards	1	21	4.55%	95.45%
Will a QB have a reception	1	21	4.55%	95.45%
1st play turnover	1	21	4.55%	95.45%
Both teams score 35+ points	1	21	4.55%	95.45%
Punt blocked	1	21	4.55%	95.45%
Offensive touchdown scored on 4th down	1	21	4.55%	95.45%
Successful onside kick	1	21	4.55%	95.45%
Shortest TD Under 3.5 yards	21	1	95.45%	4.55%

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